

IN THE CLAIMS

Please amend claims 1-13 to read as follows:

1. (Once Amended) A method of ascribing a ratee reputation to a first entity, comprising computer-implemented acts of:

- (A) receiving a first rating of the first entity by a second entity;
- (B) accessing a first rater reputation representing a reputation of the second entity as a qualitative rater of other entities; and
- (C) generating a ratee reputation of the first entity, comprising
 - (1) combining the first rater reputation and the first rating.

2. (Once Amended) The method of claim 1, further comprising an act of:

- (D) accessing one or more second ratings provided for the first entity, each second rating provided by a respective associated entity,

wherein Act (C) further comprises:

- (2) combining the second ratings with the first rating.

3. (Once Amended) The method of claim 2, wherein Act (D)(2) comprises:

- (a) calculating an average of the first and second ratings.

4. (Once Amended) The method of claim 3, further comprising an act of:

- (E) for each second rating, accessing a rater reputation of the associated entity that provided the second rating, the rater reputation representing a reputation of the associated entity as a qualitative rater of other entities, and

wherein act D(2)(a) comprises:

- (i) weighting each second rating with the rater reputation of its associated entity and weighting the first rating with the first rater reputation such that the calculated average is a weighted average.

5. (Once Amended) The method of claim 1, further comprising an act of:

- (D) receiving an initial ratee reputation indicating a ratee reputation of the first user prior to the reception of the first rating,

wherein act (C) further comprises:

(2) generating a ratee reputation adjustment from the first rating and the initial rater reputation; and

(3) adding the ratee reputation adjustment to the initial ratee reputation.

6. (Once Amended) The method of claim 5, further comprising acts of:

(E) determining a damping factor as a negative function of the initial ratee reputation,

wherein act (C) further comprises:

(4) determining a ratee reputation modification to be applied to the initial ratee reputation based on the first rating, the initial rater reputation and the damping factor, and

wherein act (C)(2) comprises generating the ratee reputation adjustment from the ratee reputation modification.

7. (Once Amended) The method of claim 5, further comprising acts of:

(E) determining an expected rating by dividing a value of the initial ratee reputation by a maximum ratee reputation value; and

(F) subtracting the expected rating from the first rating to produce a rating difference,

wherein, if the rating difference is a positive value, then the ratee reputation adjustment is a positive value, thereby resulting in an increase in the ratee reputation of the first entity from the initial ratee reputation, and

wherein, if the rating difference is a negative value, then the ratee reputation adjustment is a negative value, thereby resulting in a decrease in the ratee reputation of the first entity from the initial ratee reputation.

8. (Once Amended) The method of claim 1, further comprising an act of:

(D) determining whether to transact with the first entity based on the generated ratee reputation of the first entity.

9. (Once Amended) The method of claim 1, further comprising an act of:

(D) determining a price to pay for a good or service offered by the first entity based at least in part on the generated ratee reputation of the first entity.

10. (Once Amended) The method of claim 1, further comprising an act of:

(D) determining a price to pay for insuring a quality of a good or service offered by the first entity based at least in part on the generated ratee reputation of the first entity.

11. (Once Amended) A system for ascribing a ratee reputation to a first entity, the system comprising:

a ratee reputation generator to receive as input a first rating of the first entity by a second entity, to access a first rater reputation representing a reputation of the second entity as a qualitative rater of other entities, to generate a ratee reputation of the first entity by combining the first rater reputation and the first rating, and to provide as output the generated ratee reputation.

12. (Once Amended) A system for ascribing a ratee reputation to a first entity, the system comprising:

means for receiving a first rating of the first entity by a second entity;
means for accessing a first rater reputation representing a reputation of the second entity as a qualitative rater of other entities; and
means for generating a ratee reputation of the first entity by combining the first rater reputation and the first rating.

13. (Once Amended) A computer program product comprising:

a computer readable medium; and
computer readable signals stored on the computer readable medium that define instructions that, as a result of being executed by a computer, instruct the computer to perform a method of ascribing a ratee reputation to a first entity, the method comprising:

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- (A) receiving a first rating of the first entity by a second entity;
 - (B) accessing a first rater reputation representing a reputation of the second entity as a qualitative rater of other entities; and
 - (C) generating a ratee reputation of the first entity, comprising:
 - (1) combining the first rater reputation and the first rating.

Please add the following claims 14-43:

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14. (New) The method of claim 1, wherein the first entity is a person.
15. (New) The method of claim 1, wherein the first entity is an electronic agent.
16. (New) The method of claim 1, wherein the first rating is based on an exchange between the second entity and the first entity.
17. (New) The method of claim 1, further comprising acts of:
- (D) receiving a third rating of the first entity by a third entity;
 - (E) accessing a second rater reputation representing a reputation of the third entity as a qualitative rater of other entities; and
 - (F) updating the ratee reputation of the first entity, comprising combining the generated ratee reputation, the second rater reputation and the third rating.
18. (New) The system of claim 11, wherein the rater reputation generator is further operable to access one or more second ratings provided for the first entity, each second rating provided by a respective associated entity and to combine the second ratings with the first rating as part of generating the ratee reputation.
19. (New) The system of claim 18, wherein the rater reputation generator is further operable to calculate an average of the first and second ratings as part of generating the ratee reputation.
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20. (New) The system of claim 19, wherein the ratee reputation generator is further operable to access, for each second rating, a rater reputation of the associated entity that provided the second rating, the rater reputation representing a reputation of the associated entity as a qualitative rater of other entities, to weight each second rating with the rater reputation of its associated entity, and to weight the first rating with the first rater reputation, such that the calculated average is a weighted average.

21. (New) The system of claim 11, wherein the ratee reputation generator is further operable to receive an initial ratee reputation indicating a ratee reputation of the first user prior to the reception of the first rating,

wherein the ratee reputation generator comprises a ratee reputation adjustment generator to generate a ratee reputation adjustment at least in part from the first rating and the initial rater reputation, and an adder to add the ratee reputation adjustment to the initial ratee reputation.

22. (New) The system of claim 21, wherein the ratee reputation generator further comprises a damping factor generator to determine a damping factor as a negative function of the initial ratee reputation, and a ratee reputation modification generator to determine a ratee reputation modification to be applied to the initial ratee reputation based on the first rating, the initial rater reputation and the damping factor, and

wherein the ratee reputation adjustment generator is operable to generate the ratee reputation adjustment at least in part from the ratee reputation modification.

23. (New) The system of claim 21, wherein the ratee reputation generator further comprises an expected rating generator to determine an expected rating by dividing a value of the initial ratee reputation by a maximum ratee reputation value,

wherein the ratee reputation modification generator is operable to subtract the expected rating from the first rating to produce a rating difference,

wherein, if the rating difference is a positive value, then the ratee reputation adjustment is a positive value, thereby resulting in an increase in the ratee reputation of the first entity from the initial ratee reputation, and

wherein, if the rating difference is a negative value, then the ratee reputation adjustment is a negative value, thereby resulting in a decrease in the ratee reputation of the first entity from the initial ratee reputation.

24. (New) The system of claim 11, further comprising:
a component to determine whether to transact with the first entity based on the generated ratee reputation of the first entity.

25. (New) The system of claim 11, further comprising:
a component to determine a price to pay for a good or service offered by the first entity based at least in part on the generated ratee reputation of the first entity.

26. (New) The system of claim 11, further comprising:
a component to determine a price to pay for insuring a quality of a good or service offered by the first entity based at least in part on the generated ratee reputation of the first entity.

27. (New) The system of claim 11, wherein the first entity is a person.

28. (New) The system of claim 11, wherein the first entity is an electronic agent.

29. (New) The system of claim 11, wherein the first rating is based on an exchange between the second entity and the first entity.

30. (New) The system of claim 11, wherein the ratee reputation generator is further operable to receive a third rating of the first entity by a third entity, to access a second rater reputation representing a reputation of the third entity as a qualitative rater of other entities, and to update the ratee reputation of the first entity by combining the generated ratee reputation, the second rater reputation and the third rating.

31. (New) The computer program product of claim 13, wherein the method further comprises an act of:

(D) accessing one or more second ratings provided for the first entity, each second rating provided by a respective associated entity,

wherein Act (C) further comprises:

(2) combining the second ratings with the first rating.

32. (New) The computer program product of claim 31, wherein Act (D) (2) comprises:

(a) calculating an average of the first and second ratings.

33. (New) The computer program product of claim 32, wherein the method further comprises an act of:

(E) for each second rating, accessing a rater reputation of the associated entity that provided the second rating, the rater reputation representing a reputation of the associated entity as a qualitative rater of other entities, and

wherein act D (2)(a) comprises:

(i) weighting each second rating with the rater reputation of its associated entity and weighting the first rating with the first rater reputation such that the calculated average is a weighted average.

34. (New) The computer program product of claim 13, wherein the method further comprises an act of:

(D) receiving an initial ratee reputation indicating a ratee reputation of the first user prior to the reception of the first rating,

wherein act (C) further comprises:

(2) generating a ratee reputation adjustment from the first rating and the initial rater reputation; and

(3) adding the ratee reputation adjustment to the initial ratee reputation.

35. (New) The computer program product of claim 34, wherein the method further comprises acts of:

(E) determining a damping factor as a negative function of the initial ratee reputation, wherein act (C) further comprises:

(4) determining a ratee reputation modification to be applied to the initial ratee reputation based on the first rating, the initial rater reputation and the damping factor, and
wherein act (C) 2 comprises generating the ratee reputation adjustment from the ratee reputation modification.

36. (New) The computer program product of claim 34, wherein the method further comprises acts of:

(E) determining an expected rating by dividing a value of the initial ratee reputation by a maximum ratee reputation value; and

(F) subtracting the expected rating from the first rating to produce a rating difference, wherein, if the rating difference is a positive value, then the ratee reputation adjustment is a positive value, thereby resulting in an increase in the ratee reputation of the first entity from the initial ratee reputation, and

wherein, if the rating difference is a negative value, then the ratee reputation adjustment is a negative value, thereby resulting in a decrease in the ratee reputation of the first entity from the initial ratee reputation.

37. (New) The computer program product of claim 13, wherein the method further comprises an act of:

(D) determining whether to transact with the first entity based on the generated ratee reputation of the first entity.

38. (New) The computer program product of claim 13, wherein the method further comprises an act of:

(D) determining a price to pay for a good or service offered by the first entity based at least in part on the generated ratee reputation of the first entity.

39. (New) The computer program product of claim 13, wherein the method further comprises an act of:

(D) determining a price to pay for insuring a quality of a good or service offered by the first entity based at least in part on the generated ratee reputation of the first entity.

40. (New) The computer program product of claim 13, wherein the first entity is a person.

41. (New) The computer program product of claim 13, wherein the first entity is an electronic agent.

42. (New) The computer program product of claim 13, wherein the first rating is based on an exchange between the second entity and the first entity.

43. (New) The computer program product of claim 13, wherein the method further comprises acts of:

(D) receiving a third rating of the first entity by a third entity;

(E) accessing a second rater reputation representing a reputation of the third entity as a qualitative rater of other entities; and

(F) updating the ratee reputation of the first entity, comprising:

(1) combining the generated ratee reputation, the second rater reputation and the third rating.